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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- **Fruit**
- **Juices**
- **Drinks**

AND OTHER PRODUCTS

CPFJ-139

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, canned fruit drinks, and fresh oranges and grapefruit. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of American consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in this report are based on 4-week periods (28 days) to facilitate comparisons.

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

May 1963

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CONSUMER PURCHASES OF CITRUS FRUIT, JUICES
DRINKS, AND OTHER PRODUCTS
FEBRUARY 1963

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Household purchases of frozen concentrated juices, canned single-strength juices, canned single-strength fruit drinks, and chilled orange juice in February 1963 were up 3 percent or 694,000 cases in the aggregate in comparison with the same month of 1962.

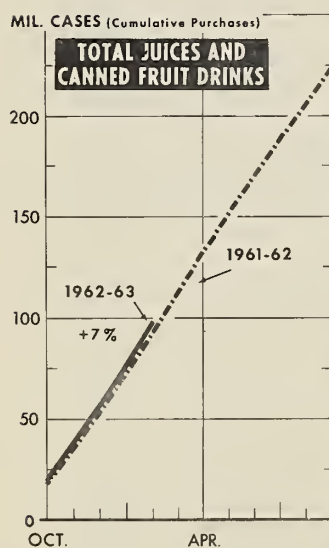
Movement of citrus juices was down, but those losses were more than offset by increased use of other fruit and vegetable juices and canned fruit drinks.

These shifts were associated with freezing weather in December and January that sharply reduced supplies of fresh and processed oranges and grapefruit.

Prices paid for juices and canned fruit drinks were up 7 percent from a year earlier to 4.9 cents per 6-ounce serving. The advance reflected higher prices for orange juices and canned grapefruit juice. Price declines as much as 6 percent were recorded for other individually reported products.

Purchases of frozen orange concentrate were off 24 percent from February 1962. Use of canned orange juice was down 5 percent and canned grapefruit juice was down 18 percent.

On the other hand, purchases of chilled orange juice increased 9 percent over the preceding February. Prune juice was up slightly, and pineapple, tomato, and miscellaneous canned juices were up 18 to 38 percent. Movement of canned orange drink rose 18 percent, pineapple-grapefruit drink 41 percent, and miscellaneous fruit drinks, 28 percent.

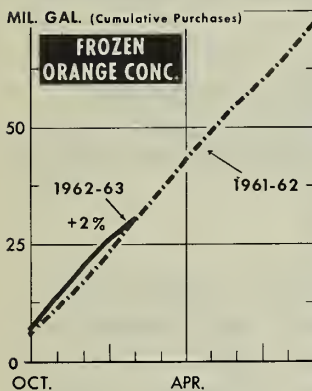


The amount consumers spent for juices and canned fruit drinks rose 10 percent over February 1962, reflecting increased spending for most products. Expenditures for frozen concentrated orange juice were down 5 percent, while those for canned orange, grapefruit, and prune juices held about the same.

Purchases of canned grapefruit sections were almost unchanged from a year earlier. Use of refrigerated citrus salads and sections held at the January level. Purchases of fresh oranges and fresh grapefruit were down substantially from February 1960, the last comparable month for which data are available. Prices of these two citrus fruits were higher, but even so consumer expenditures were off rather sharply from 3 years earlier.

FROZEN CONCENTRATED AND CHILLED JUICES

Frozen Orange Concentrate Down Sharply



Retail movement of frozen concentrated orange juice in February 1963 was the slowest reported for the cooler months of the year since 1959. ^{1/} Purchases were of 24 percent -- 1.6 million gallons -- from the heavy volume of February 1962 and were down 4 percent in comparison with the 1957-61 average for the month. (See figures 1 and 11-14, and table 21.)

On the other hand, use of competing products such as pineapple and tomato juices, canned fruit drinks, and miscellaneous frozen concentrates were up sharply so that total purchases of juices and canned fruit drinks exceeded those of February 1962. The market share for frozen orange concentrate, consequently, was down about 11 points to 29 percent.

The shift in purchases was associated with reduced supplies and higher prices resulting from freezing weather that damaged citrus crops in December and January. Losses of fruit were particularly severe in Florida where most of the orange and grapefruit products are produced. Hence supplies of frozen orange concentrate for 1962-63 will be substantially below the record level of 1961-62, and may be below levels of other recent years.

^{1/} Monthly and cumulative data on purchases and expenditures for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.

Freezes also occurred in 1957-58 and while the losses were not as great in 1962-63, supplies of citrus fruits and products were short in 1958. Purchases of frozen orange concentrate in February of that year were off 14 percent in comparison with February 1957. Retail prices were up 27 percent (4.3 cents) to 20.3 cents per 6-ounce can.

February 1963 prices were up 26 percent (4.6 cents) from a year earlier to 22.6 cents per can. This was 15 percent above the average for the month and was the highest recorded for more than 4 years. Nevertheless, because of the decline in purchases, consumers spent less for the product than in February 1962. (See tables 18-20.)

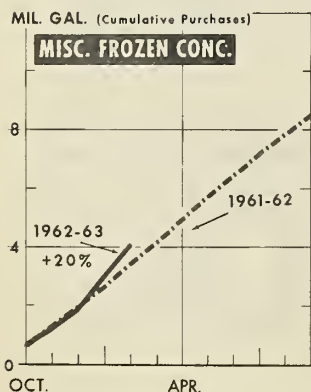
Only 28.5 percent of the Nation's families bought frozen orange concentrate in February compared with 31.5 percent 12 months earlier. The average size of purchase, 6.8 cans per buying family, was the smallest reported since mid-1958.

Purchases were heavy prior to the freeze and despite slow movement in subsequent months, cumulative purchases for the reporting season begun October 1962 remained 2 percent -- 630,000 gallons -- ahead of the corresponding period of 1961-62. (See figure in margin.)

Consumer expenditures for the 5-month period beginning October, however, were down 6 percent or \$7.2 million as a result of the low prices that prevailed prior to the freeze.

Movement of Miscellaneous Frozen Concentrates Heavy

Household consumption of miscellaneous frozen concentrated juices such as grapefruit, grape, tangerine, and blends in February was about the heaviest recorded. The volume of purchases was up 58 percent -- 400,000 gallons -- from February 1962 and the share of market increased from 4 percent to 6 percent. (See table 21.)



Purchases also were unusually heavy in January and cumulative movement beginning October 1962 was 20 percent -- 700,000 gallons -- greater than in the same period of 1961-62. (See figure in margin.)

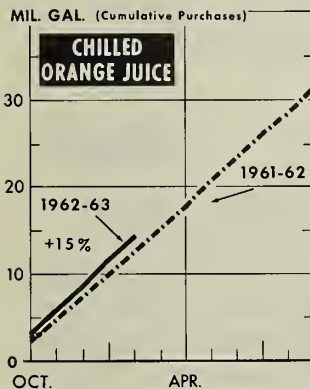
Prices paid were up slightly to 19 cents per 6-ounce can. As a result, consumer expenditures for this group of products increased 60 percent or \$1.6 million in comparison with February 1962.

Total Frozen Concentrates Lose in Share of Market

In spite of the heavy gain in use of miscellaneous frozen concentrates, total household purchases of frozen concentrated

juices were off 17 percent or 1.2 million gallons in comparison with February 1962. (See table 21.) This type of product accounted for only 35 percent of the juices and fruit drinks bought for household use in February compared with 43 percent a year earlier.

New Peaks for Chilled Orange Juice



More families bought chilled orange juice in February 1963 than reported for any month in this series of data begun in 1956. Retail prices were higher and the amount consumers spent for the product rose to a new peak. (See figures 2 and 11-14.)

February purchases were 9 percent greater than those of a year earlier and 29 percent greater than 1957-61 average for the month.

About 6.5 percent of families bought chilled orange juice compared with 6 percent in February 1962. The average size of purchase, 3.3 quarts per buying family, held about the same.

Retail prices continued on the uptrend. The February average of 41.6 cents per quart was up 1.8 cents from the preceding month and 3 cents from February 1962. This brought the index of prices (February 1957-61 = 100) up to 108, the highest recorded in about 3 years. With both purchases and prices up, consumer expenditures were 17 percent above a year earlier and 38 percent above average.

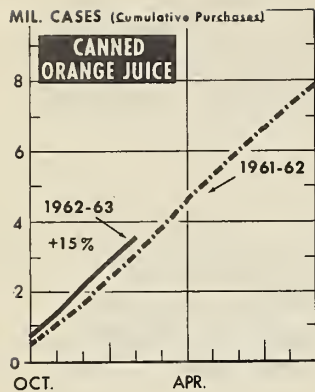
Cumulative purchases since October 1962 were 15 percent -- 1.9 million gallons -- ahead of the same months in 1961-62. Cumulative expenditures, however, were up only about 10 percent, reflecting the low prices that persisted from October through December.

CANNED SINGLE-STRENGTH JUICES

Canned Orange Juice Off 5 Percent

Consumers reduced their use of canned orange juice 5 percent in February in comparison with the same month of 1962. The proportion of families buying was up 0.5 percentage point to 6.7 percent. That gain, however, was more than offset by a decrease in the average size of purchase to 1.7 cans, the smallest reported since mid-1959. (See figures 3 and 11-14.)

Retail prices were up about 15 percent from the preceding month to 41.8 cents per 46-ounce can. At this price, a

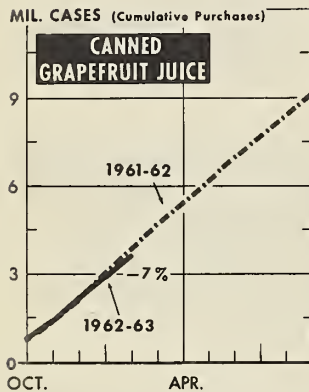


6-ounce serving cost 5.5 cents or a little less than frozen orange concentrate. A year earlier, canned orange juice was the more expensive product. (See tables 18-20.)

The average buying family spent 73 cents for canned orange juice, 9 percent less than in February 1962. However, as more families bought, total consumer expenditures were about the same as those of a year earlier.

The purchases for the marketing year through February remained 15 percent -- 463,000 cases -- ahead of the same 5 months of 1961-62. Prices were low in the first months of the year however, and cumulative expenditures held about the same.

Grapefruit Juice Down Sharply

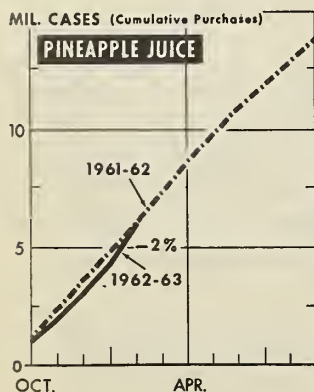


Household use of canned grapefruit juice was down 18 percent or 150,000 cases from February 1962. Most of the decline was accounted for by a decrease in the average size of purchase, which, at two cans per buying family, was the smallest reported in about 2 years. The proportion of buyers was down slightly to 5.7 percent of the Nation's families. (See figures 4 and 11-14.)

Retail prices continued to rise with the February average (33.5 cents per 46-ounce can) up about 4 cents from the preceding month and 6 cents from a year earlier. This brought the price index (February 1957-61 = 100) up to 110, well above levels of the 2 preceding years.

Consumers spent about \$2.1 million for grapefruit juice in February, slightly less than in the corresponding month of 1962. Cumulative expenditures and cumulative purchases for the marketing year beginning in October, however, were both down about 7 percent from the corresponding period of 1961-62.

Pineapple Juice Up Substantially



Housewives increased their purchases of pineapple juice by 38 percent or 450,000 cases in comparison with February 1962.

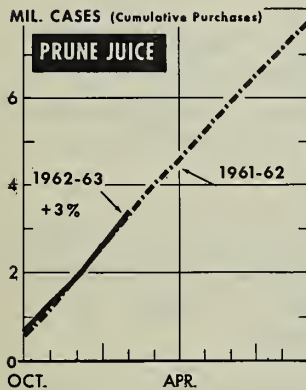
Retail movement was about the heaviest reported in this 14-year series, and the share of market rose nearly 2 percentage points over a year earlier to reach 7.9 percent. (See figures 5 and 11-14.)

The greater volume reflected increases in the number of users to 11.8 percent from 10.2 percent of the Nation's families, together with a sharp rise in the average size of purchase. Both components of total movement were among the highest reported.

Retail prices were down to 28.1 cents per 46-ounce can, or to 95 percent of the 1957-61 average for the month. Thus, a 6-ounce serving cost 3.7 cents to make pineapple juice among the least expensive products reported in February.

Heavy buying in January and February about offset the losses in October-December and cumulative purchases beginning October 1962 rose to within 2 percent of the 1961-62 volume. Cumulative expenditures for the first time exceeded those in 1961-62.

Prune Juice Holds Strong

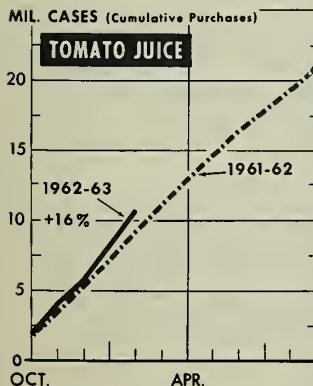


Household consumption of prune juice increased 2 percent over February 1962 to about equal the highest level reported for any month in this 14-year series. Cumulative purchases for the year beginning with October were 3 percent or 90,000 cases above the same period of 1961-62. (See figures 6 and 11-14.)

Purchases averaged 2.3 quarts among the 7.7 percent of the Nation's families that bought prune juice at least once during the month.

Retail prices averaged 42.4 cents per quart, down 1.2 cents from a year earlier and a little below levels of most months of the preceding 4 years. Consumer expenditures in February as well as total expenditures for the season were both about the same as in 1961-62.

Tomato Juice Continues to Set New Records



Retail purchases of tomato juice were up 20 percent from February 1962 to a new high of 2.5 million cases. This represented a gain of 100,000 cases over January, the previous record month. (See figures 7 and 11-14.)

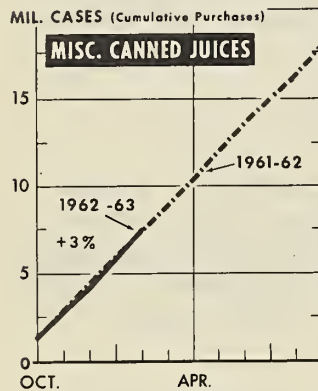
The heavy movement was associated with an increase in the number of buyers to 18.8 percent from 17.2 percent of the Nation's families, and an increase in the average size of purchase, which was up 8 percent to 2.3 cans per buying family.

The downtrend in retail prices continued with the February average off 0.5 cent from the preceding month and 1.8 cents from a year earlier to 26 cents per 46-ounce can. Prices have not been lower than this since October 1955. A 6-ounce serving of tomato juice cost consumers 3.4 cents, the lowest reported for any juice or drink. (See tables 18-20.)

Cumulative purchases through February were 16 percent or 1.5 million cases ahead of the same 5 months of 1961-62.

(See figure in margin.) As prices have been comparatively low throughout the season the gain in expenditures was not as great.

Miscellaneous Juices Heaviest Since 1958

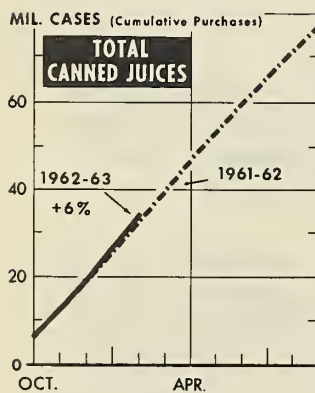


February purchases of miscellaneous canned juices such as apple, grape, tangerine, and blends (some containing citrus) increased 18 percent or 270,000 cases over the same month of 1962. This represented the heaviest movement recorded for any month since the beginning of the 1958 marketing year. As a result, for the first time, cumulative purchases beginning October exceeded those of the corresponding period of 1961-62. (See table 12, and figures 11-14.)

Nearly 20 percent of the Nation's families bought one or more of these juices in February, an increase of 9 percent in the number of buyers over a year earlier. In addition, the average size of purchase rose to 1.5 cans per buying family.

Retail prices advanced 0.8 cent to 36.9 cents per 46-ounce can, the highest recorded for more than a year. As a result, consumer expenditures were up 21 percent to bring the marketing year total above the 1961-62 level.

Total Canned Juices Up 14 Percent



Household consumers increased their purchases of canned single-strength juices in total by 14 percent or 1 million cases over February 1962. This represented the heaviest volume reported since the spring of 1958 and the second month in succession that canned juices were bought in greater quantity than frozen orange concentrate. (See table 14 and figures 11-14.)

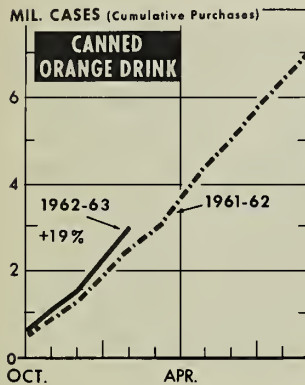
Canned juices accounted for about 39 percent of all juices and fruit drinks bought for home use during the month, a gain of about 4 percentage points in share of market over a year earlier.

The number of families buying canned juices was up 6 percent from a year earlier to 47 percent of the Nation's families. And the average size of purchase, 2.9 cans per buying family, was among the largest reported in recent years.

Retail prices declined slightly to average 4.4 cents per 6-ounce serving. Nevertheless, because of the greater increase in purchases, consumer expenditures for the month were up 12 percent to \$25.3 million. As a result of this substantial increase, cumulative expenditures for the season exceeded those in 1961-62 for the first time. (See tables 18-20.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

Canned Orange Drink Continues to Gain

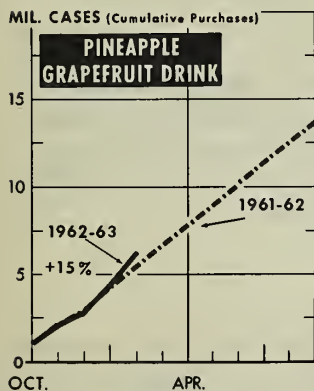


Household purchases of canned orange drink were up more than 100,000 cases or 18 percent from February 1962 to a new high for the month. This was a continuation of the heavy movement that has prevailed for some time, and cumulative purchases for the season through February were 19 percent -- 485,000 cases -- above 1961-62. (See figures 8 and 11-14.)

The gain in movement was associated with an increase in the number of buyers to 4.3 percent of the Nation's families, together with an increase in the average size of purchase to 2.7 cans per buying family. Both components of total purchases represented new highs for the month.

Retail prices averaged 31 cents per 46-ounce can, down 6 percent from February 1962. Nevertheless, because of the increase in movement consumer expenditures were up 12 percent from a year earlier. The season's total expenditures was up 14 percent from the corresponding 5 months of 1961-62.

New Highs for Pineapple-Grapefruit Drink



February use of pineapple-grapefruit drink increased 10 percent or 150,000 cases over January, the previous high month reported in this 5-year series. The index of purchases (February 1958-61 = 100) rose to 138 from 98 a year earlier. The product accounted for about 8 percent of the household market for juices and fruit drinks in February, compared with about 6 percent in the same month of 1962. (See figures 9 and 11-14.)

The record volume of purchases reflected a record number of buyers -- 10.5 percent of the Nation's families. The average size of purchase, 2.8 cans per buying family, also was about the largest yet recorded.

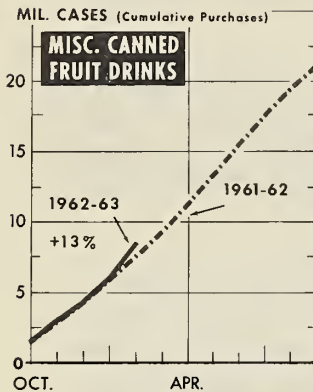
Retail prices were down 2 percent from a year earlier and 6 percent from the February average to 26.6 cents per 46-ounce can. Thus a 6-ounce serving of pineapple-grapefruit drink cost 3.5 cents -- only tomato juice was less expensive. (See tables 18-20.)

The average buying family spent 75 cents for the drink, compared with 71 cents in February 1962. As the number of buyers also increased, total expenditures for the month were up 38 percent to a new high of \$4.3 million.

Cumulative purchases for the current season through February were 15 percent -- 794,000 cases -- above the corresponding period of 1961-62. Prices were lower, however, and the gain in cumulative expenditures was not as great.

Miscellaneous Fruit Drinks Remain on Uptrend

February purchases of miscellaneous canned fruit drinks (canned non-carbonated ades, punches, and fruit drinks other than orange, and pineapple-grapefruit which are separately reported) were up 16 percent or 300,000 cases from the preceding month and still more from February 1962. The volume of purchases was well the heaviest yet reported for the cooler months of the year. These assorted fruit drinks accounted for about 10 percent of the household market for juices and fruit drinks in February, a gain of 2 points in share of market over a year earlier. (See table 13 and figures 11-14.)

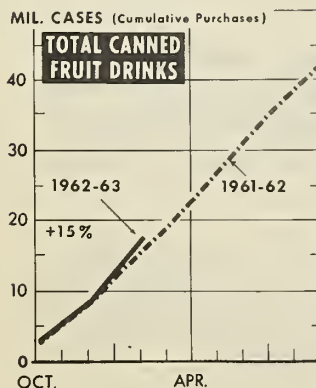


Purchases averaged 2.6 cans among the 14.5 percent of families that bought these products. Both factors of total movement were among the largest recorded in this series begun in 1959.

Retail prices were down slightly to 34.3 cents per 46-ounce can. This amounted to 4.5 cents per 6-ounce serving -- more than paid for many competing products. Buying families' expenditures averaged 88 cents, 6 percent more than a year earlier. Total consumer expenditures for the month were up 27 percent or \$1.5 million.

Movement of this group of products has been comparatively heavy throughout the season beginning with October and cumulative purchases were 13 percent -- 990,000 cases -- above corresponding months of 1961-62. However, prices were lower and the gain in expenditures was not as great.

Total Fruit Drinks Reach Record Number of Homes



Household shoppers increased their purchases of total canned fruit drinks 31 percent (1.1 million cases) in comparison with February 1962. This represented the heaviest volume of purchases recorded in this series begun October 1959. (See table 14 and figures 11-14.)

These products accounted for 22 percent of the household market for juices and fruit drinks in February, a gain of 5 percentage points in share of market over the same month of 1962.

Nearly 24 percent of the Nation's families bought one or more fruit drinks in February. The size of purchase

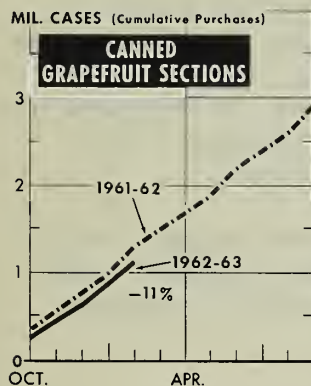
averaged 3.3 cans per buying family. Both components of total movement were the largest yet recorded.

Retail prices were off slightly to 30.9 cents per 46-ounce can. This amounted to 4 cents per 6-ounce serving compared with 4.4 cents for canned juices, and 5.6 cents for frozen orange concentrate. The average buying family's expenditure for fruit drinks was up 8 percent from a year earlier. As more families bought, total consumer expenditures were up 28 percent. Expenditures for canned juices, in comparison, increased 12 percent, while those for frozen orange concentrate were off 5 percent. (See tables 18-20.)

Cumulative purchases of canned fruit drinks beginning with October 1962 totaled 15 percent or 2.3 million cases more than in corresponding months of 1961-62. Consumer expenditures for the 5-month period were up about 12 percent.

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Canned Grapefruit Sections Steady



Housewives bought about the same quantity of canned grapefruit sections in February as in either the preceding month or in the same month a year earlier. Movement was slow in prior months, however, and cumulative purchases for the current season through February were 11 percent or 142,000 cases below the corresponding period of 1961-62. (See figure in margin and figures 10-14.)

About 3.8 percent of the Nation's housewives served grapefruit sections in February, a slight increase in the number of users over a year earlier. This gain, however, was offset by a decrease in the average size of purchase.

Retail prices advanced 6 percent over January to 22.5 cents per No. 303 can. This was 12 percent above the 1957-61 average for the month, and the highest price recorded in this series begun in the fall of 1956.

The average buying family spent 75 cents for grapefruit sections or 7 percent more than a year earlier. Total consumer expenditures in February were up 11 percent. Nevertheless, because of the decline in movement the season's total expenditures remained about 7 percent below 1961-62.

Refrigerated Citrus Salads and Sections Unchanged from January

Purchases of refrigerated citrus salads and sections amounted to 298,000 gallons in February, almost the same as in the

preceding month. Movement, however, was down a little from October 1962 when these data were first reported. (See table 15.)

About 1.6 percent of the Nation's families bought refrigerated citrus salads and sections during the month. Purchases averaged about 45 ounces per buying family.

Refrigerated orange and grapefruit sections accounted for about half of the total volume. Prices were up about 3 cents from January to 69.1 cents per quart. In contrast, prices paid for refrigerated grapefruit sections were down about 3 cents to 58.1 cents per 26-ounce jar.

All other refrigerated citrus salads represented about one-third of the total volume. Movement of this group of products was slower than in the 4 preceding months. Retail prices were up 9 cents over January to 71.4 cents per quart.

FRESH ORANGES AND GRAPEFRUIT

Fresh Oranges Down Substantially

Household purchases of fresh oranges were off 48 percent from February 1960, the last comparable month for which data on purchases of fresh citrus are available. (See table 16.) The decline was associated with a low level of supplies as a result of freezes in December 1962 and January 1963 that destroyed substantial quantities of citrus.

Less than 30 percent of the Nation's families bought oranges in February compared with 43 percent 3 years earlier. The average size of purchase also dropped to about 19 oranges from 26 in February 1960.

Retail prices advanced to 72.9 cents per dozen, 23 cents more than 3 years earlier. But even so, consumer expenditures were off 24 percent.

Cumulative purchases beginning October 1962 were down about 34 percent in comparison with the same months of 1959-60, and cumulative expenditures were off 18 percent.

Fresh Grapefruit Off Sharply

Retail movement of fresh grapefruit was down 30 percent in comparison with February 1960. Cumulative purchases beginning in October were off 17 percent from the same 5 months of 1959-60. (See table 17.)

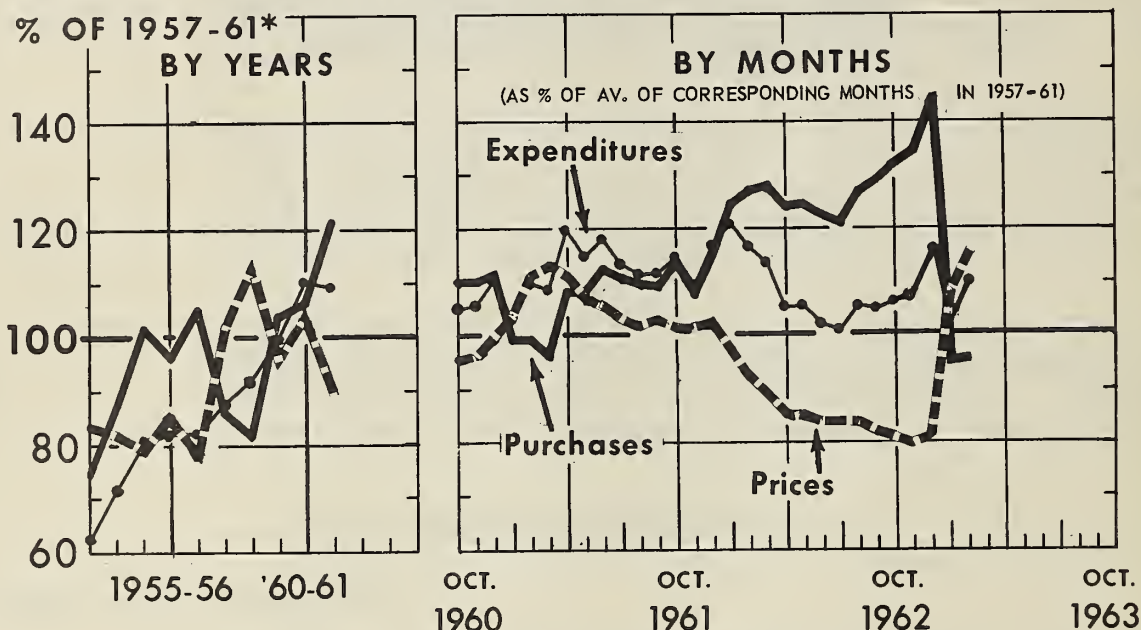
Only 23 percent of the Nation's families bought fresh grapefruit in February compared with 30 percent 3 years earlier.

The average size of purchase, 9.9 grapefruit per buying family, also was down rather sharply.

February prices averaged \$1.07 per dozen, the same as in the preceding month, but up 24 cents from February 1960. Nevertheless, because of the slow movement, consumer expenditures remained below 1959-60 levels.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

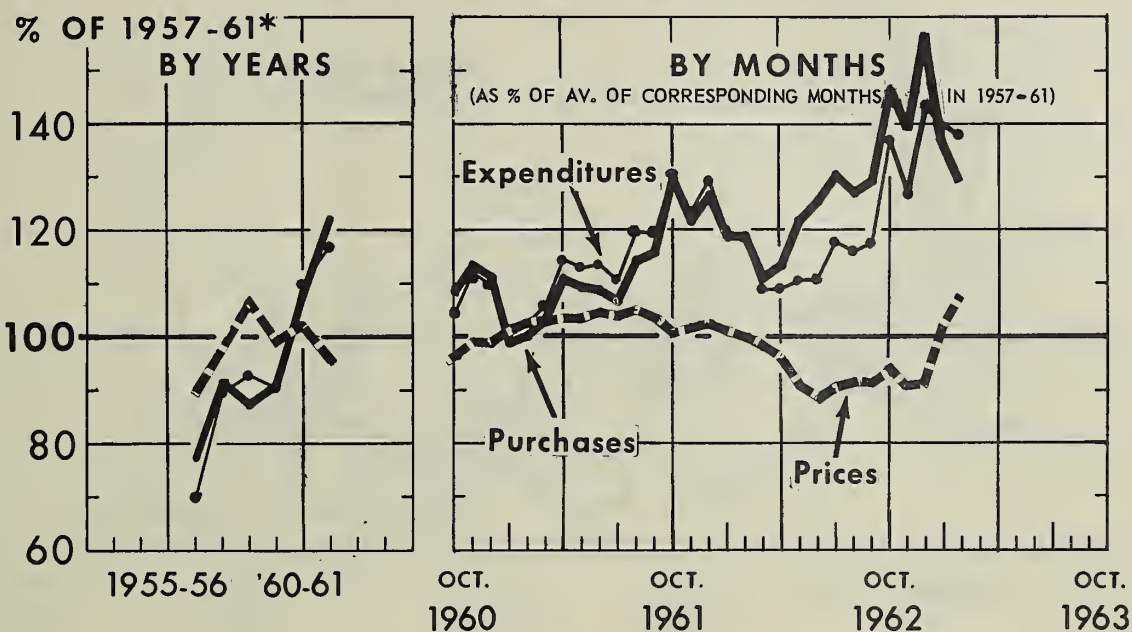
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.		6,587	5,172		31.1		50		17.4	19.6
Jan.-Mar.		19,753	15,691							
Apr.		6,363	5,147		30.6		49		16.4	19.3
May		6,123	4,941		29.5		49		16.4	19.3
June		5,776	4,740		28.4		48		16.3	19.5
Apr.-June		18,262	14,828							
July		5,543	4,601		27.2		48		16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

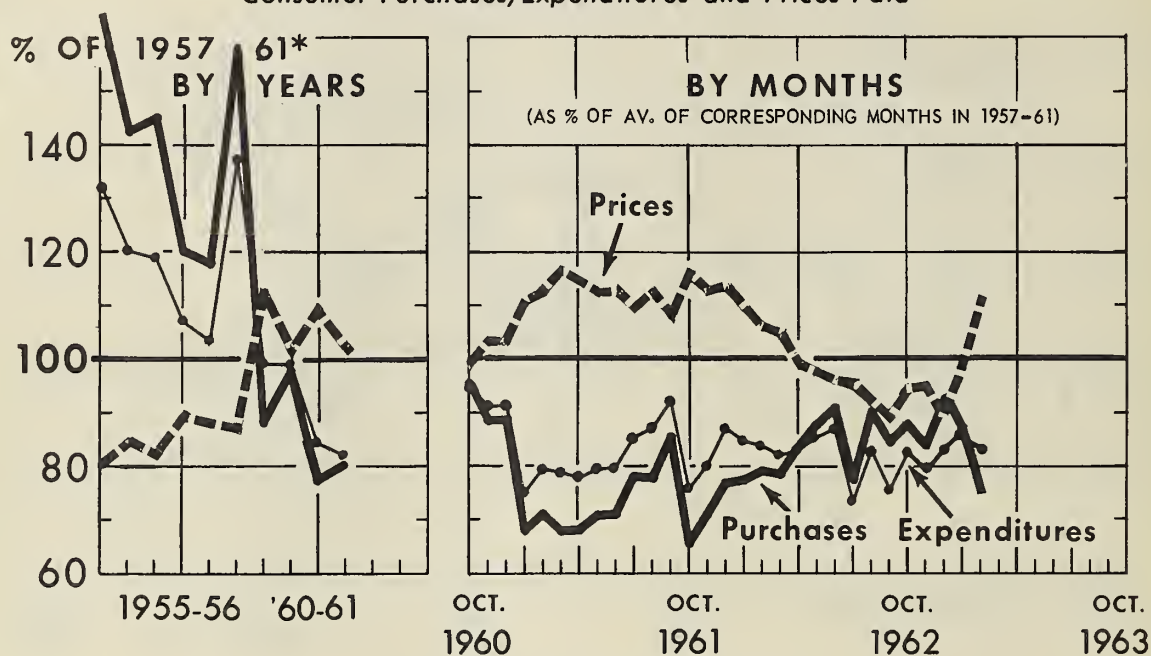
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962- 1963	1961- 1962	Average 1957-61	1962- 1963	1961- 1962	1962- 1963	1961- 1962	1962- 1963	1961- 1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.		2,511	2,267		5.6		107		38.8	39.6
Jan.-Mar.		7,713	6,653							
Apr.		2,532	2,239		5.8		103		37.8	39.3
May		2,840	2,339		6.3		106		35.1	38.7
June		2,863	2,291		6.2		108		33.9	38.3
Apr.-June		8,235	6,869							
July		2,681	2,064		6.2		101		35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.6	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

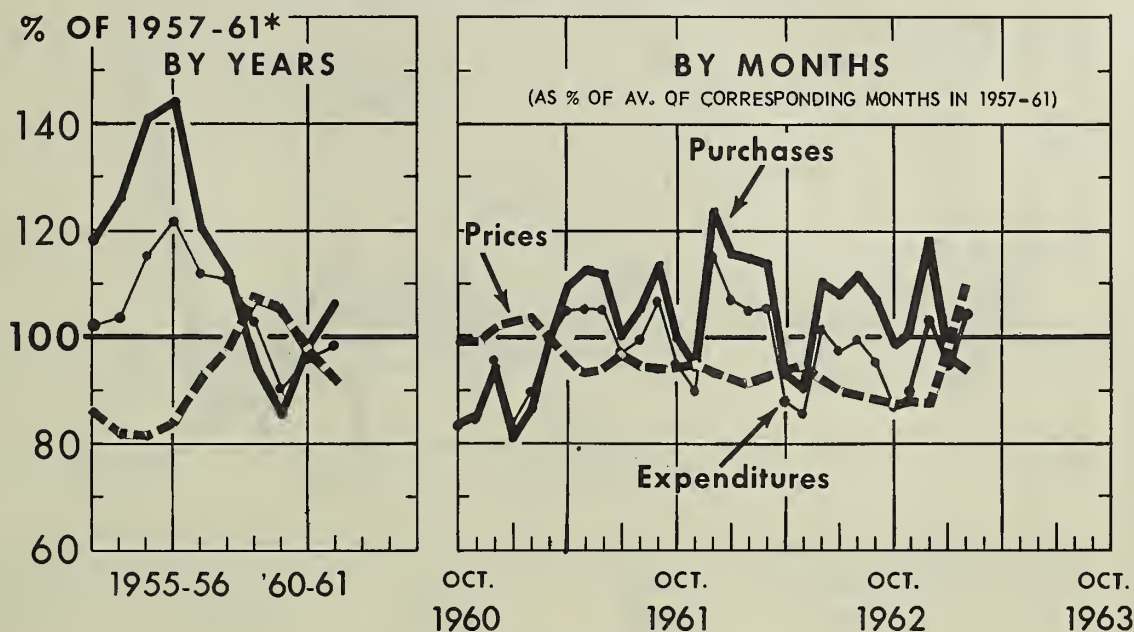
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	680	719	909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.		718	915		5.9		97		39.2	37.5
Jan.-Mar.		2,127	2,716							
Apr.		736	881		5.8		101		37.5	37.8
May		734	838		6.0		97		36.9	37.9
June		731	806		6.0		96		36.1	37.7
Apr.-June		2,201	2,525							
July		592	764		5.1		91		36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.8	38.0

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

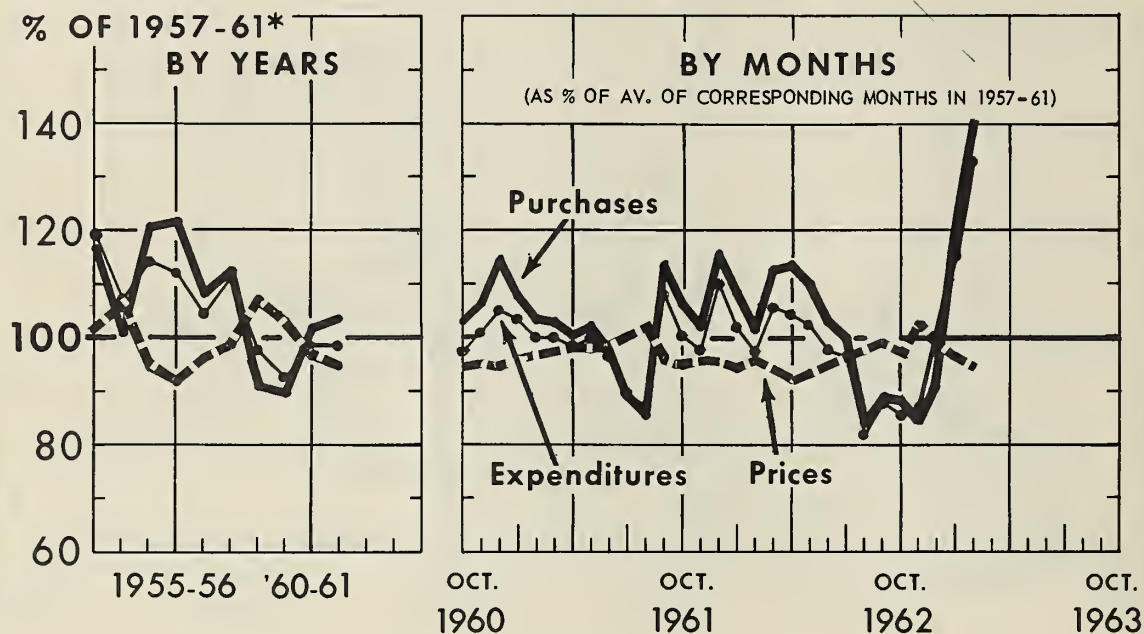
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.		841	738		5.9		114		27.9	30.1
Jan.-Mar.		2,540	2,208							
Apr.		740	793		5.4		109		27.5	29.1
May		708	781		4.8		118		27.3	28.9
June		790	714		5.6		111		26.9	29.2
Apr.-June		2,238	2,288							
July		685	632		4.9		111		27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

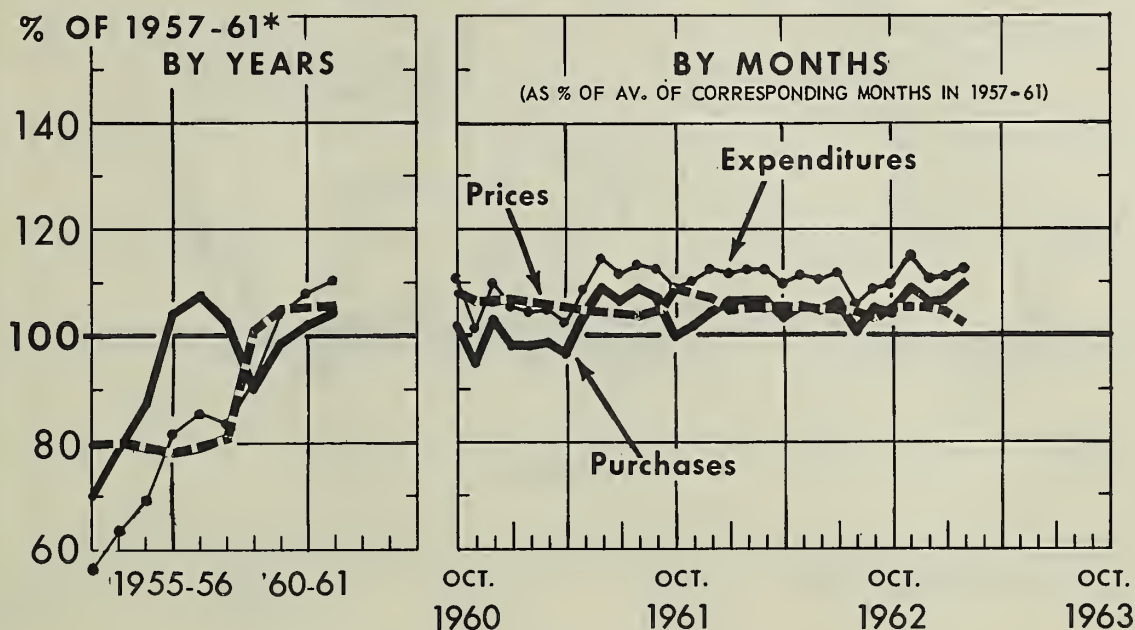
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.		1,301	1,156		10.2		102		28.0	29.8
Jan.-Mar.		3,745	3,485							
Apr.		1,257	1,108		10.1		98		27.4	29.8
May		1,234	1,123		9.7		101		27.3	29.4
June		1,092	1,061		8.6		101		28.0	29.6
Apr.-June		3,583	3,292							
July		1,020	1,023		8.0		101		28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

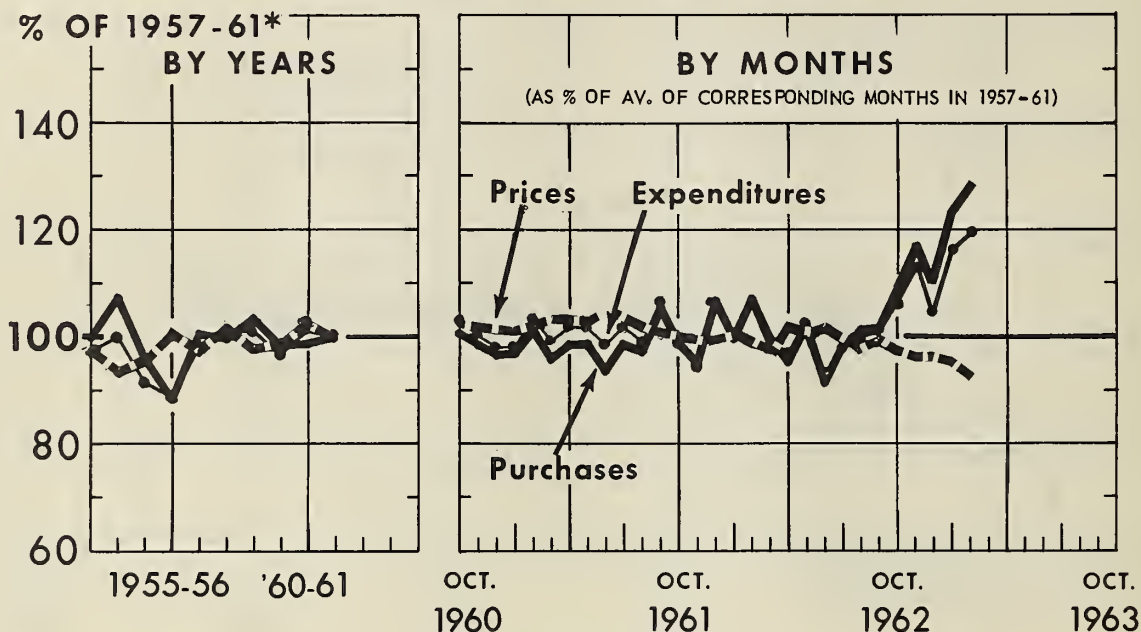
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.		700	654		7.5		74		43.7	41.5
Jan.-Mar.		2,096	1,959							
Apr.		625	602		7.0		70		44.2	41.7
May		643	607		6.7		76		44.1	41.8
June		631	600		6.5		76		43.9	41.7
Apr.-June		1,899	1,809							
July		610	571		6.2		78		43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

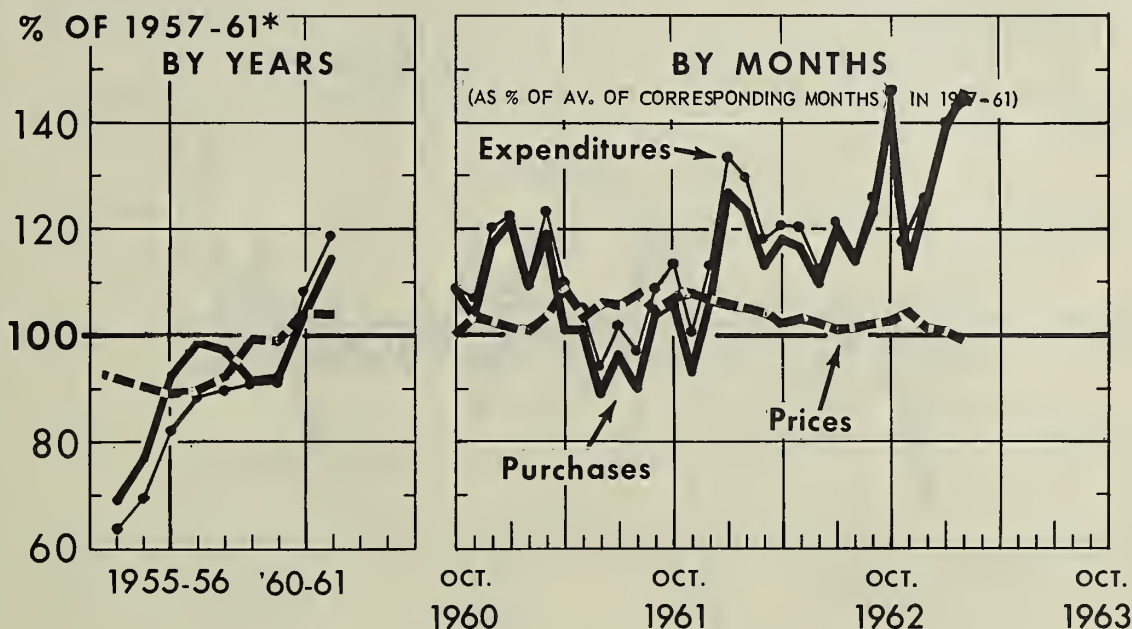
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	99	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.		1,930	1,930		16.5		94		27.0	27.6
Jan.-Mar.		5,928	5,787							
Apr.		1,797	1,879		15.4		92		28.2	27.7
May		1,832	1,791		15.4		94		27.8	27.6
June		1,561	1,700		13.9		89		28.5	28.0
Apr.-June		5,190	5,370							
July		1,509	1,530		13.6		88		28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

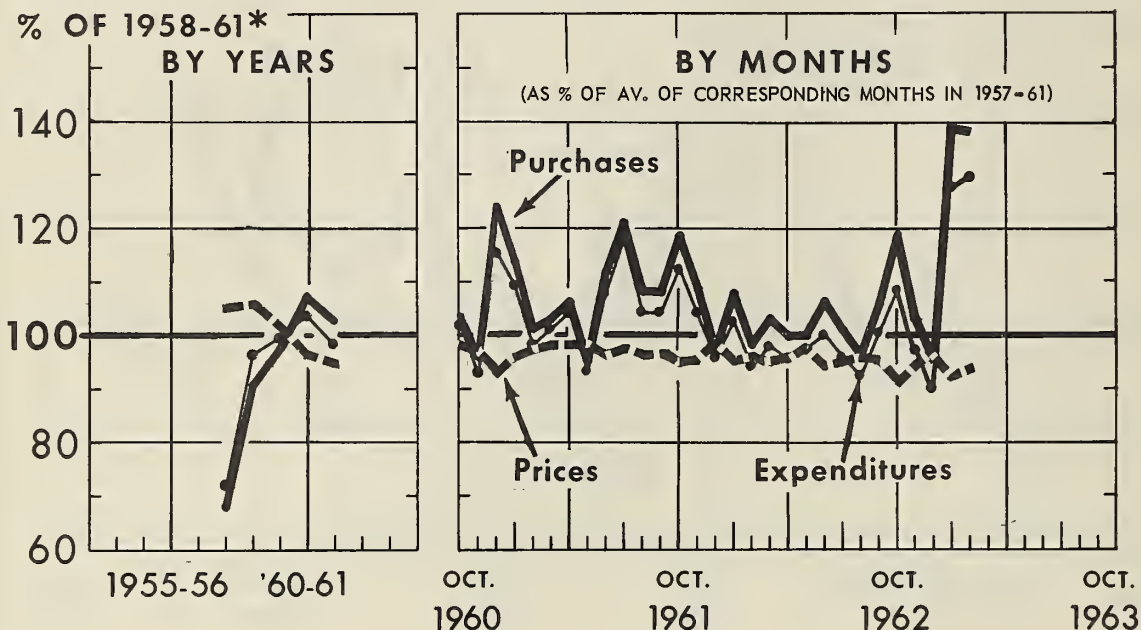
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of		Purchase per		Prices paid per		
	: families buying			: buying family		: 46-ounce can				
	: 1962-1963	: 1961-1962	: Average 1957-61	: 1962-1963	: 1961-1962	: 1962-1963	: 1961-1962	: 1962-1963	: 1961-1962	: Average 1957-61
	: 1,000 cases	: 1,000 cases	: 1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.		534	472		3.7		116		32.4	31.1
Jan.-Mar.		1,769	1,460							
Apr.		670	568		4.7		114		31.2	30.5
May		650	558		4.6		113		31.3	30.4
June		650	592		4.6		112		30.4	29.7
Apr.-June		1,970	1,718							
July		741	619		5.2		113		30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

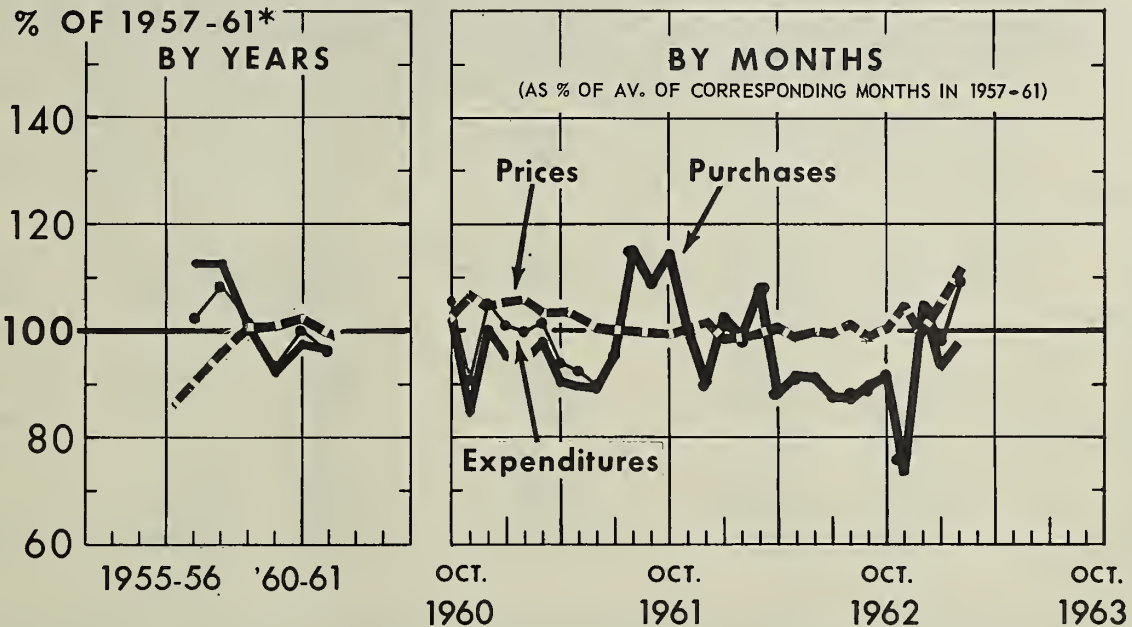
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.		1,255	1,218		7.7		129		26.8	28.2
Jan.-Mar.		3,726	3,622							
Apr.		1,153	1,154		7.5		122		27.0	28.2
May		1,120	1,120		7.4		120		27.5	28.2
June		1,249	1,176		7.6		130		26.4	28.0
Apr.-June		3,522	3,450							
July		1,253	1,240		8.0		124		26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	223	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.		244	225		3.7		58		20.3	20.4
Jan.-Mar.		733	709							
Apr.		201	227		3.5		50		20.4	20.3
May		214	233		3.6		53		20.2	20.4
June		233	255		3.6		58		20.5	20.5
Apr.-June		648	715							
July		232	264		3.7		55		20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	families buying 1962-1963	families buying 1961-1962	buying family 1962-1963	buying family 1961-1962	46-ounce can 1962-1963	46-ounce can 1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.7	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.		1,465	1,622		17.5		67		36.1	---
Jan.-Mar.		4,449	4,731							
Apr.		1,511	1,611		17.5		68		36.1	---
May		1,594	1,678		18.8		67		34.6	---
June		1,544	1,573		18.6		66		35.1	---
Apr.-June		4,649	4,862							
July		1,480	1,494		17.8		66		35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1959-61	families buying 1962-1963	families buying 1961-1962	buying family 1962-1963	buying family 1961-1962	46-ounce can 1962-1963	46-ounce can 1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.		1,812	1,609		12.1		119		34.6	34.8
Jan.-Mar.		5,134	4,647							
Apr.		1,885	1,764		13.7		109		34.5	34.6
May		2,230	2,031		14.9		119		33.9	33.9
June		2,124	2,166		14.6		115		33.7	33.8
Apr.-June		6,239	5,961							
July		2,060	2,021		14.5		112		33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,437	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.		6,955	7,015		43.3		128		34.1	---
Jan.-Mar.		20,885	20,886							
Apr.		6,666	6,875		42.3		125		34.1	---
May		6,745	6,817		42.6		126		33.6	---
June		6,349	6,454		41.8		120		34.1	---
Apr.-June		19,760	20,146							
July		5,896	6,013		39.5		118		34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.		3,601	3,408		20.0		143		31.6	31.7
Jan.-Mar.		10,629	10,005							
Apr.		3,708	3,558		21.3		138		31.6	31.7
May		4,000	3,758		22.3		142		31.7	31.7
June		4,023	4,027		22.5		142		30.9	31.3
Apr.-June		11,731	11,343							
July		4,054	4,007		22.6		142		30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date ^{1/}

Period ^{2/}	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
	: buying	: buying	: family	: 32-oz. jar	: buying	: buying	: family	: 26-oz. jar
	1,000 Gallons	Percent	Ounces	Cents	1,000 Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.								
Jan.-Mar.								
Apr.								
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								
	Other Citrus Salads				Total Salads and Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	
	: buying	: buying	: family	: 32-oz. jar	: buying	: buying	: family	
	1,000 Gallons	Percent	Ounces	Cents	1,000 Gallons	Percent	Ounces	
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.	135	0.9	34.6	62.5	295	1.7	42.4	
Feb.	116	0.7	37.5	71.4	298	1.6	45.4	
Mar.								
Jan.-Mar.								
Apr.								
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								

^{1/} These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

^{2/} Data are for 4-week (28-day) periods to facilitate comparisons.

^{3/} Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.		42,941	50,259		40.6		25.6		51.8	43.0
Jan.-Mar.		140,039	154,758							
Apr.		35,817	48,090		36.7		22.4		53.7	44.8
May		29,927	43,252		31.8		22.8		51.3	47.4
June		21,441	31,128		23.9		20.9		54.2	47.8
Apr.-June		87,185	122,470							
July		14,214	26,665		14.8		22.0		54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.		14,106	15,092		29.1		11.8		85.2	77.7
Jan.-Mar.		42,125	44,607							
Apr.		11,086	13,100		23.8		11.0		94.1	82.1
May		6,769	9,571		18.2		9.1		107.3	91.5
June		3,422	5,334		10.8		7.6		116.3	99.9
Apr.-June		21,277	28,005							
July		1,669	2,671		5.4		7.0		119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18. --Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concentrated juices			Chilled orange juice			Canned single-strength juices						Canned single-strength fruit drinks					
	:Orange	:Miscellaneous	:Average	:Orange	:Miscellaneous	:Average	:Orange	:Grapefruit	:Pineapple	:Prune	:Tomato	:Miscellaneous	:Average	:Orange	:Pineapple	:Miscellaneous	:Average	:All juices
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
<u>1961-62</u>																		
October	5.0	4.8	7.5	5.7	3.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.7	4.1	4.7	4.7
November	5.0	4.8	7.6	5.5	3.8	3.6	8.2	3.6	4.8	4.5	4.3	3.6	4.6	4.2	4.8	4.2	4.8	4.8
December	5.0	4.8	7.7	5.6	3.7	3.7	8.2	3.6	4.8	4.5	4.3	3.7	4.6	4.2	4.8	4.2	4.8	4.8
January	4.8	4.6	7.4	5.3	3.6	3.6	8.0	3.7	4.8	4.5	4.2	3.6	4.5	4.1	4.6	4.1	4.6	4.6
February	4.5	4.7	7.2	5.2	3.6	3.7	8.2	3.6	4.7	4.5	4.3	3.5	4.5	4.2	4.6	4.2	4.6	4.6
March	4.4	4.6	7.3	5.1	3.6	3.6	8.2	3.5	4.7	4.4	4.2	3.5	4.5	4.1	4.5	4.1	4.5	4.5
April	4.1	4.6	7.1	4.9	3.6	3.6	8.3	3.7	4.7	4.4	4.1	3.7	4.5	4.1	4.4	4.1	4.4	4.4
May	4.1	4.6	6.6	4.8	3.6	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	3.6	4.1	4.3	4.3
June	4.1	4.5	6.4	4.7	3.5	3.6	8.2	3.7	4.6	4.4	4.0	3.7	4.4	4.0	3.4	4.0	4.3	4.3
July	4.1	4.4	6.6	4.8	3.6	3.8	8.2	3.7	4.6	4.5	3.9	3.7	4.3	4.0	3.4	4.0	4.3	4.3
August	4.1	4.6	6.8	4.7	3.5	3.8	8.2	3.6	4.5	4.4	3.9	3.5	4.4	4.0	3.5	4.0	4.3	4.3
September	4.0	4.6	6.8	4.7	3.5	3.8	8.1	3.6	4.5	4.4	4.0	3.5	4.4	4.1	3.5	4.1	4.3	4.3
Season	4.4	4.6	7.1	5.1	3.6	3.7	8.2	3.6	4.7	4.5	4.1	3.5	4.5	4.1	3.5	4.1	4.5	4.5
<u>1962-63</u>																		
October	4.0	4.6	7.0	4.6	3.5	3.7	7.9	3.4	4.7	4.3	4.0	3.5	4.4	4.0	3.5	4.4	4.3	4.3
November	4.0	4.6	6.8	4.7	3.5	3.9	8.0	3.4	4.6	4.3	4.1	3.6	4.5	4.1	3.6	4.1	4.3	4.3
December	3.9	4.5	6.8	4.4	3.4	3.8	8.0	3.5	4.6	4.4	4.1	3.6	4.5	4.2	3.6	4.2	4.3	4.3
January	5.3	4.6	7.5	4.8	3.9	3.7	8.0	3.5	4.7	4.4	4.0	3.4	4.4	4.0	3.4	4.4	4.7	4.7
February	5.6	4.8	7.8	5.4	4.4	3.7	8.0	3.4	4.8	4.4	4.0	3.5	4.5	4.0	3.5	4.0	4.9	4.9
March																		
April																		
May																		
June																		
July																		
August																		
September																		
Season																		

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.---Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices			Chilled: orange juice			Canned single-strength juices										Canned single-strength fruit drinks										All juices & fruit drinks										
	Miscel- laneous			Orange			Grape- fruit			Pine- apple			Prune			Tomato			Miscel- laneous			Total			Orange			Pine- apple grape- fruit			Miscel- laneous			Total			
	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars		dollars	dollars	dollars	dollars	dollars	dollars	dollars			
1961-62	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000			
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	61,684																						
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	58,016																						
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	60,181																						
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	66,652																						
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	65,183																						
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	64,438																						
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	61,341																						
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	61,489																						
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	58,783																						
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	56,751																						
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	54,937																						
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	57,398																						
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	726,853																						
1962-63																																					
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	59,617																						
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	58,362																						
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	59,539																						
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925	5,899	11,915	67,150																						
February	24,024	4,386	4,905	2,669	2,120	4,315	4,098	6,060	6,064	25,326	1,994	4,347	6,987	13,328	71,969																						
March																																					
April																																					
May																																					
June																																					
July																																					
August																																					
September																																					
Season																																					

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 20.--Buying family expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date with comparisons 1/

Year and month 2/	Frozen		Canned single-strength juices										Canned single-strength fruit drinks										Fresh		Canned	
	concentrated orange juice	Chilled orange juice	Orange	Grapefruit	Pineapple	Prune	Tomato	Miscellaneous	All	Orange	Pineapple	Miscellaneous	All	Fresh oranges	Fresh grapefruit	Grapefruit sections	Grapefruit sections									
Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars									
1961-62 3/																										
October	1.53	1.48	.83	.68	.67	1.06	.57	.58	.97	.76	.70	.81	.91	.95	.62	.74										
November	1.52	1.45	.81	.64	.59	1.07	.55	.54	.92	.81	.66	.76	.85	.87	.66	.77										
December	1.52	1.41	.83	.70	.62	1.03	.56	.53	.94	.81	.69	.79	.87	.99	.74	.63										
January	1.58	1.28	.77	.67	.60	1.07	.56	.55	.87	.81	.74	.78	.90	1.05	.77	.69										
February	1.48	1.28	.80	.67	.57	1.00	.58	.51	.94	.84	.71	.83	.94	1.08	.83	.70										
March	1.45	1.30	.83	.69	.62	1.01	.55	.52	.95	.81	.75	.90	.98	1.11	.84	.74										
April	1.34	1.22	.82	.65	.59	.97	.57	.54	.93	.77	.71	.82	.95	1.00	.86	.64										
May	1.33	1.16	.78	.70	.60	1.05	.57	.51	.92	.77	.71	.88	.98	.97	.81	.67										
June	1.30	1.14	.76	.65	.61	1.05	.55	.50	.89	.74	.75	.84	.95	.94	.74	.74										
July	1.30	1.12	.72	.66	.64	1.07	.54	.50	.88	.74	.71	.81	.94	1.00	.70	.71										
August	1.30	1.13	.70	.66	.58	1.02	.55	.50	.88	.71	.73	.81	.93	1.02	.78	.72										
September	1.31	1.15	.69	.63	.62	1.06	.56	.49	.89	.80	.72	.84	.95	.97	.78	.75										
1962-63																										
October	1.32	1.30	.73	.60	.61	1.00	.57	.53	.92	.83	.70	.82	.92	.96	.60	.69										
November	1.32	1.21	.70	.60	.62	.99	.59	.50	.89	.80	.68	.80	.90	.79	.68	.65										
December	1.35	1.26	.68	.64	.63	1.07	.55	.51	.88	.82	.69	.80	.90	.92	.77	.69										
January	1.49	1.31	.74	.63	.62	1.02	.57	.54	.95	.84	.74	.83	.98	1.05	.84	.70										
February	1.53	1.37	.73	.68	.67	.98	.59	.56	.98	.84	.75	.88	1.02	1.14	.88	.75										
March																										
April																										
May																										
June																										
July																										
August																										
September																										

1/ Based on prices paid per specified size of can: 6-ounce for frozen orange concentrate; 32-ounce for chilled orange and prune juices; 46-ounce for other juices and drinks; 16-ounces for canned grapefruit sections; and per dozen for fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ 1959-60 for fresh oranges and grapefruit, as not available for intervening years.

Table 21.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, February 1963 with comparisons 1/

Commodity	Total purchases			Proportion		Purchase per buying family				Average price paid	
	Volume			of families buying		Number				Average size	
	Feb. 1963	Feb. 1962	Change	Feb. 1963	Feb. 1962	Feb. 1963	Feb. 1962	Feb. 1963	Feb. 1962	per month	Unit
FROZEN CONCENTRATED JUICES	1,000	1,000									
	gals.	gals.		Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.	Cents
	4,983	6,582	-24	28.7	39.8	2.0	2.0	20.5	25.2	40.7	6
	1,082	687	+57	6.2	4.1	---	---	17.9	15.9	---	6
Miscellaneous	6,065	7,269	-17	34.9	43.9	---	---	---	---	---	*
Total	2,948	2,713	+9	4.2	4.0	6.5	6.0	42.2	41.2	105.1	32
CHILLED ORANGE JUICE	1,000	1,000									
CANNED SINGLE-STRENGTH JUICES:	cases 2/	cases 2/									
	680	719	-5	3.3	3.6	6.2	6.2	50.9	56.5	80.3	46
	674	823	-18	3.3	4.1	5.7	5.9	62.0	73.3	93.0	46
	1,635	1,182	+38	7.9	5.9	11.8	10.2	75.0	68.3	108.9	46
Pineapple	716	699	+2	3.5	3.5	7.7	7.6	42.2	41.0	73.6	32
Prune	2,482	2,072	+20	12.0	10.3	18.8	17.2	69.0	64.3	103.8	46
Tomato	1,750	1,479	+18	8.5	7.3	19.6	18.0	40.0	39.8	70.1	46
Miscellaneous	7,937	6,974	+14	38.5	34.7	47.1	44.3	55.5	54.5	132.6	*
Total	685	579	+18	3.3	2.9	4.3	3.9	83.5	76.4	124.9	46
Orange	1,740	1,238	+41	8.5	6.1	10.5	8.2	91.9	88.8	130.1	46
Pineapple-grapefruit	2,169	1,688	+28	10.5	8.4	14.5	12.3	64.0	63.0	117.9	46
Miscellaneous	4,594	3,505	+31	22.3	17.4	23.9	20.5	75.6	72.5	151.1	*
Total	20,591	19,897	+3	100.0	100.0	---	---	---	---	---	*
TOTAL JUICES & DRINKS 3/	233	237	-2	---	---	3.8	3.7	37.1	39.8	53.0	16
CANNED GRAPEFRUIT SECTIONS	1,000	1,000									
REFRIGERATED PRODUCTS:	gals.	gals.									
	151	---	---	---	---	---	---	29.2	---	43.4	32
	31	---	---	---	---	---	---	33.4	---	43.0	26
	116	---	---	---	---	---	---	26.0	---	37.5	32
Other citrus salads	298	---	---	---	---	---	---	28.3	---	45.4	---
Total	1,000	1,000									
FRESH CITRUS FRUIT: 4/	doz.	doz.									
	25,296	48,592	-48	---	---	29.5	43.4	10.0	12.5	18.7	1
	10,191	14,486	-30	---	---	22.6	29.5	5.3	6.0	9.9	1
	---	---	---	---	---	---	---	---	---	---	---

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data as of February 1960. * Per 6-ounce serving.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

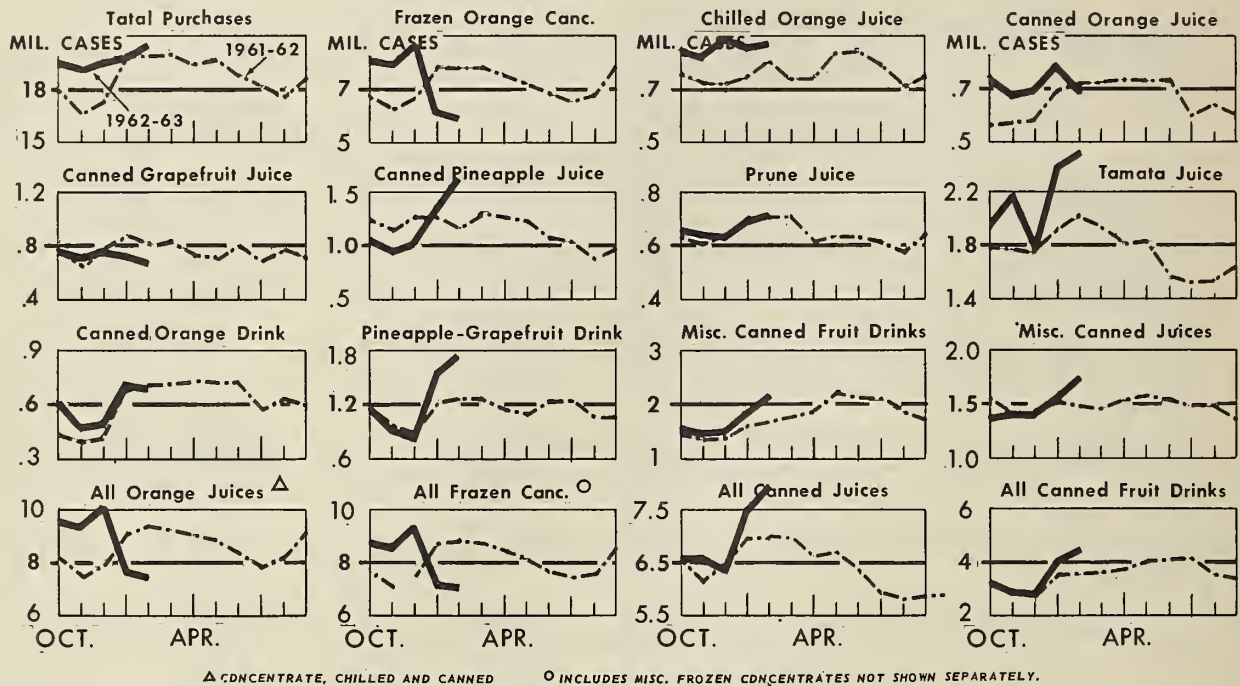


Figure 11

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

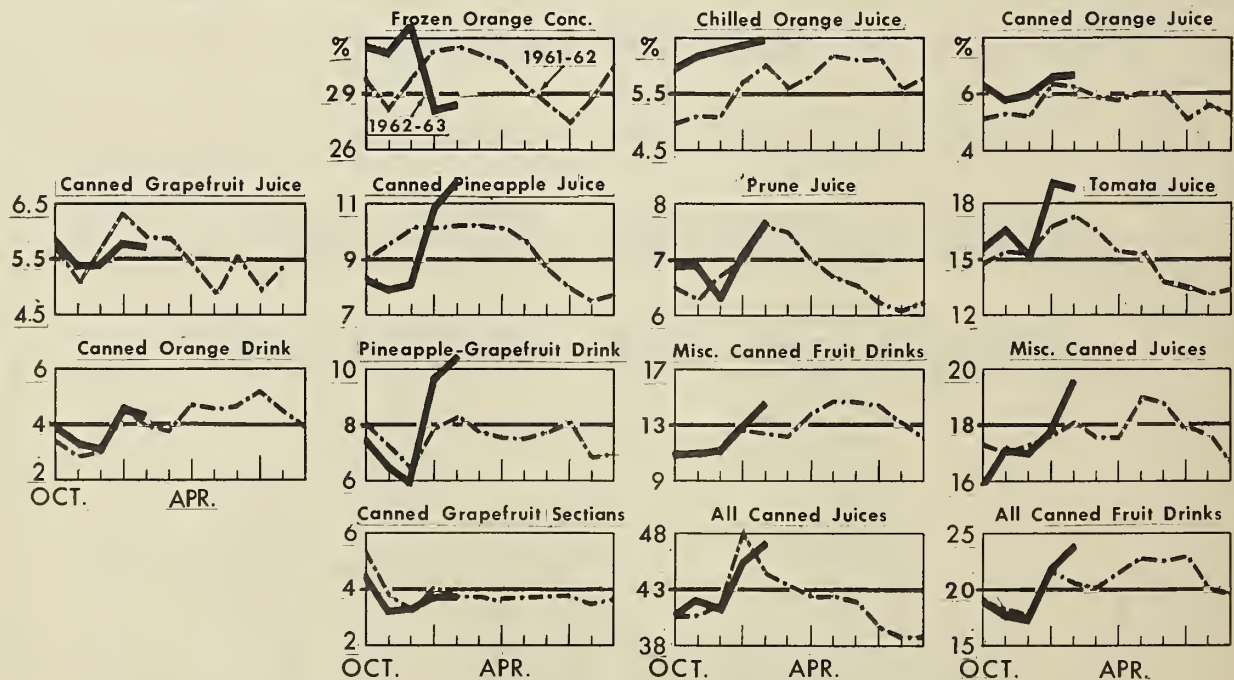


Figure 12

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 1188

ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

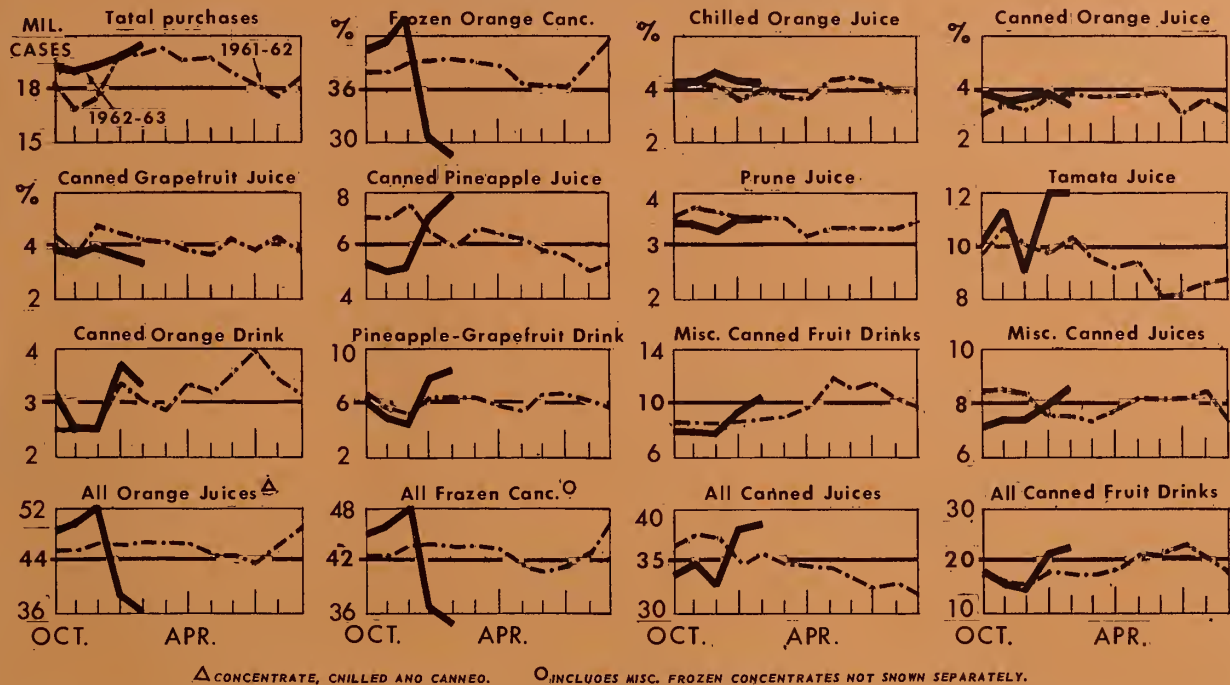


Figure 13

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

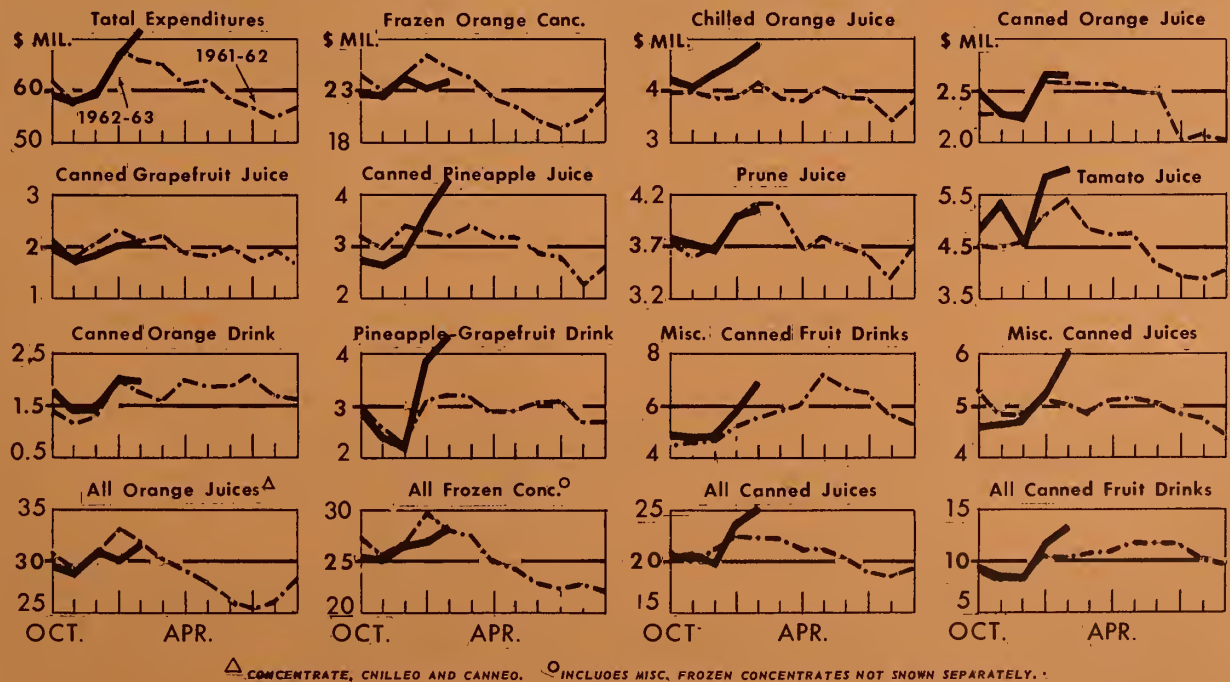


Figure 14

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